

The Audacious Strategy That Could Make the BRAND U CARD the next Billion-Dollar Card!



CEO Troy Mason knew that the success of his card company hinged on the idea of giving everyday people an opportunity to have a high end elite metal card that normally only the wealthy can own.

As an entrepreneur, you need to think big. But what if your grand idea completely defies a concept that's long been ingrained in consumers?

If you're Troy Mason, you roll with it and wait for the rest of the world to catch up. Troy's goal is to fundamentally change the quality of card that the average person could acquire. To accomplish that, he made a decision to back away from his business of working with school children to develop a card that has more in common with a high end elite metal card than that of a plastic debit or prepaid card.

In the beginning I knew nothing and I mean nothing about this industry! I made every mistake that could be made. I remember asking God why would he put this GREAT BIG IDEA into my heart when I know nothing about this stuff. After years of hard work, running out of money multiple times, being laughed at and ridiculed I figured it all out. I believe that I was chosen because he knew I would not quit, no matter what.

"To get people to buy in long-term we really had to get people to understand that this is a real MasterCard that can be used anywhere, it's just made of metal and has more versatility than what they were use to," says Troy.

Troy decided that the best way to convey that message to consumers was to customize cards for individuals and business owners so that they could use a card that promoted their name or logo instead of the banks logo.

Since June 2017 more than eleven thousand people have become card holders. Troy says, "With today's technology people can use their phones to pay for things, they can use services like Paypal, Google Pay and

Apple Pay instead of their plastic card. So I thought it would be a lot more fun if you could pay for things with a metal card than your phone!"

Our company has no serious competition because we created the new market of a one off custom designed metal card. Other companies have always made it super difficult for anyone but the top 5% of people to own an upscale metal card and even then the card cannot be customized to the customer's satisfaction. We're changing that!

Even with that success, Troy continues to think big, focusing on how his metal cards can help people in a number of positive ways.

Troy says "Think about it, before 2004 a cell phone was simply a device used to make calls and send messages. Steve Jobs changed that forever. He realized that cell phones could be used as a computer, a camera, a calendar, a recorder, a TV, an alarm clock, a translator, a video game console, a GPS, a radio, a personal assistant and many other things. We are reinventing cards in much of the same way. Our cards are has rewards like the most upscale credit cards in the world and it can help people to generate a residual income!

Many people today are searching for ways to earn more money that's why companies like Uber and Lyft have become so large. "We believe that it's actually a lot easier for people to earn the extra money they need working with us from home offering others an opportunity to have our great cards. It certainly takes less time than it does to drive strangers around town," says Troy. "Our cards help people to improve their status and income," he says.

With everything that we offer a lot of people are making a decision to add our card to their purse, wallet or pocket and so should you!

To learn more visit www.BrandUCard.com